

Photography/Design Portfolio

Tanzeela Rashid

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Connotation Message Poster |  
Creating a type and image poster  
using a common object to convey  
a message about something other  
than its denotative meaning.



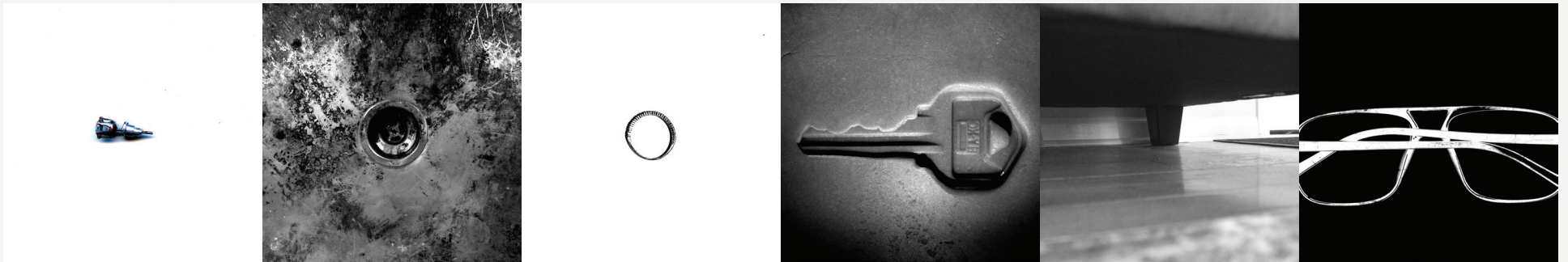
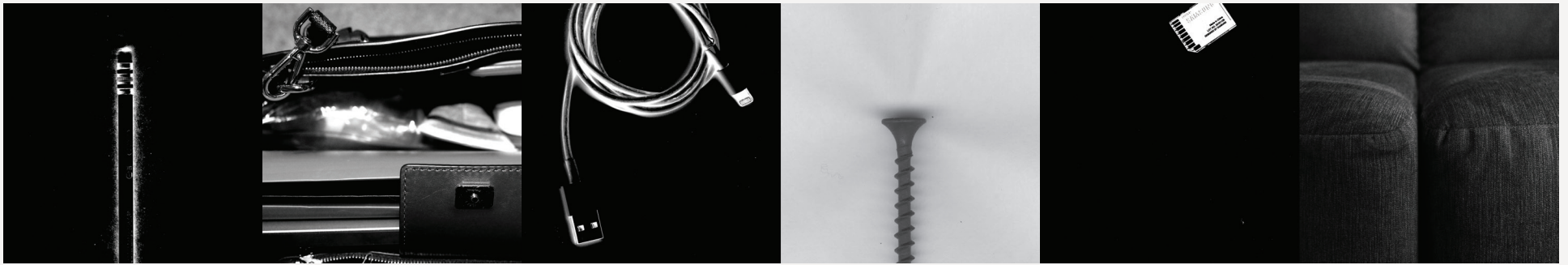


Image Family Booklet | Communicating an idea using a collection of images arranged in an accordion fold booklet.

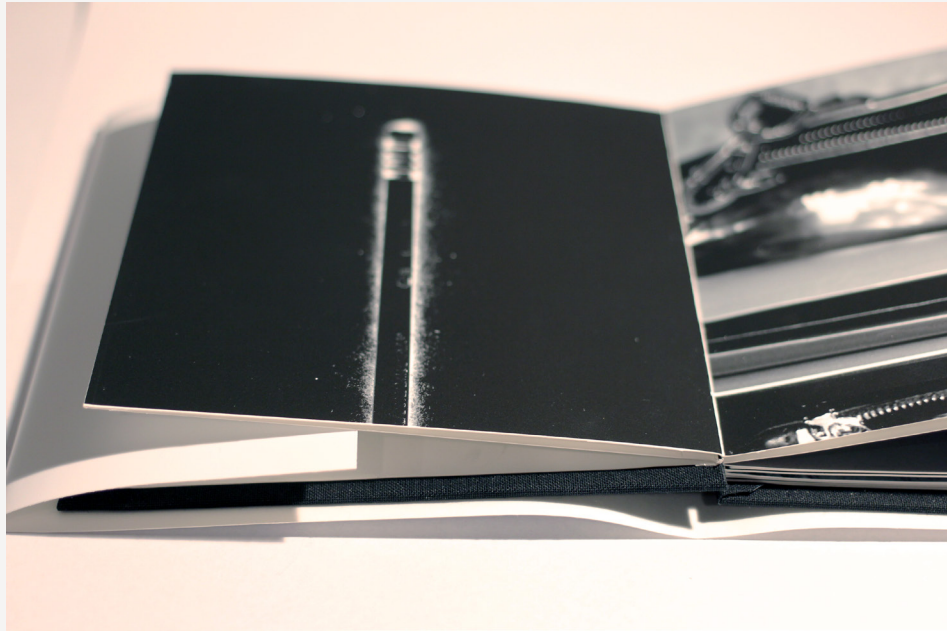
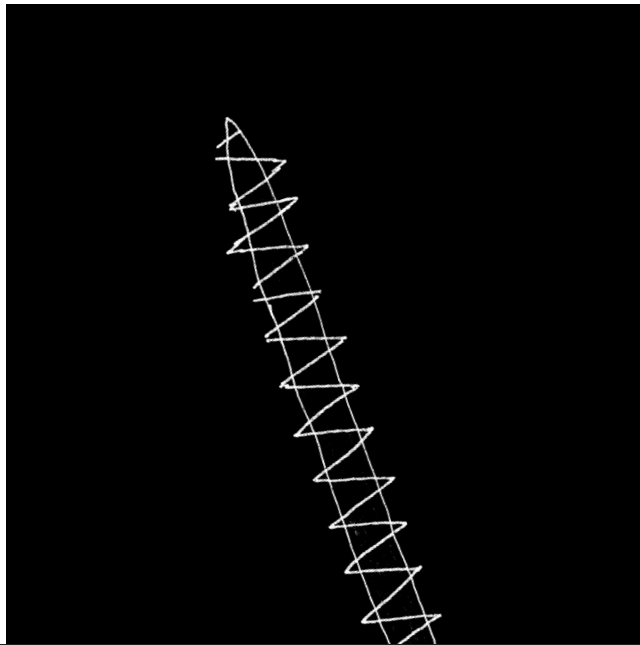
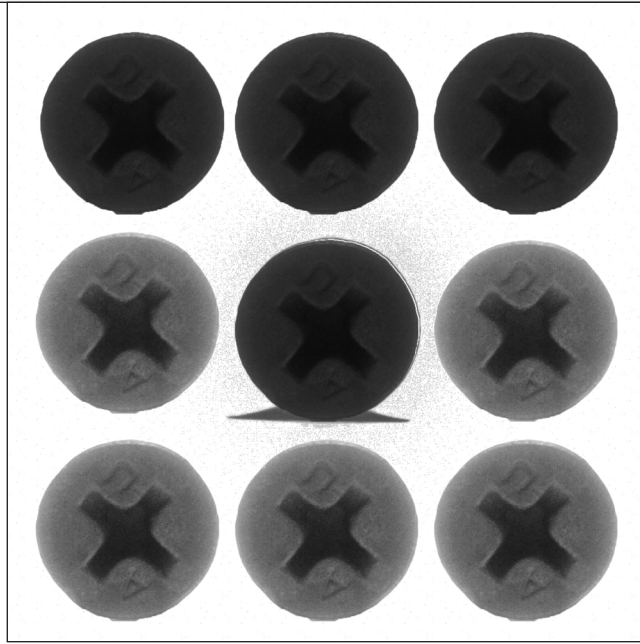


Image Family Booklet | Hand bound accordion fold booklet.

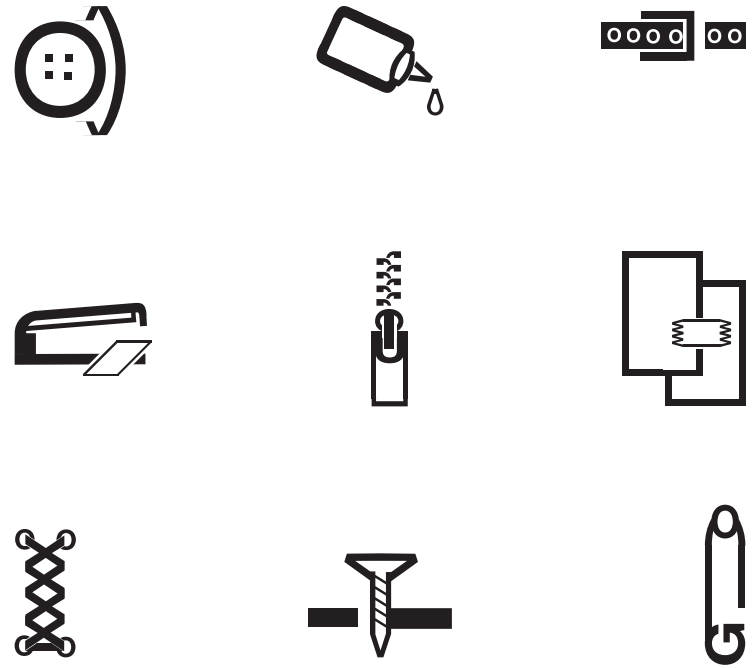


Object Study | Creating a set of images that together represent one common object.

Typographic Poster |  
Creating a type and image poster  
using a common object to convey  
a message about something other  
than its denotative meaning.

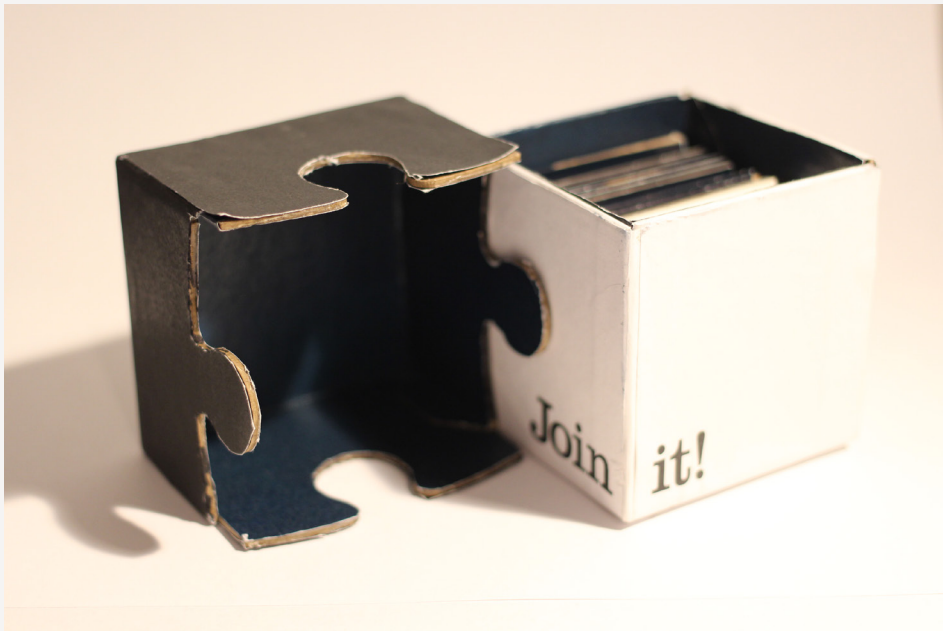
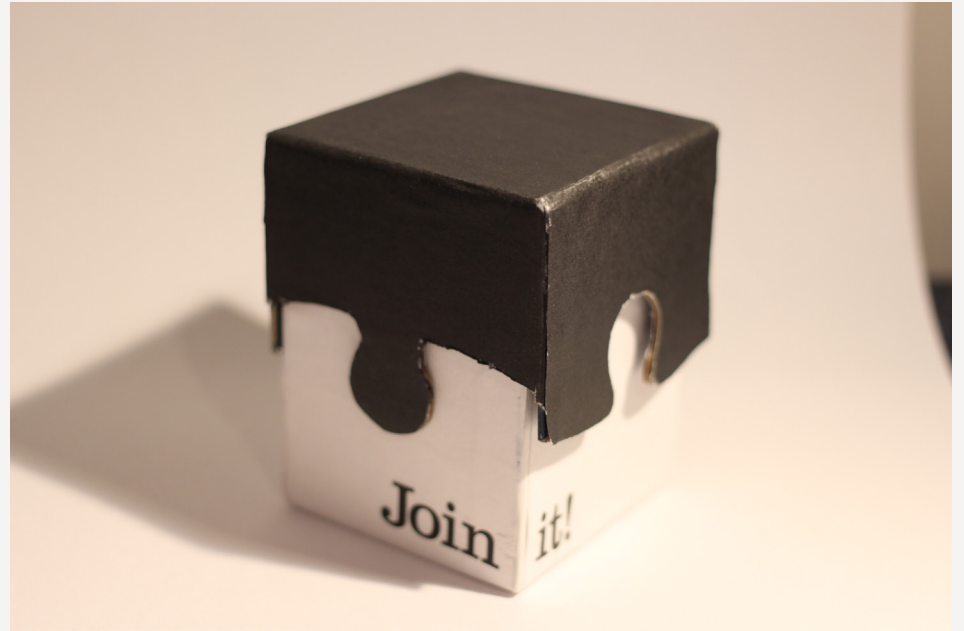


Pictograms Set | Creating a set of pictograms using bits and pieces of the Helvetica Neue typeface.



# Things That Hold Stuff in Place

Tanzeela Rashid Design 1-B Section 2



Packaging | Creating a box to package the pictogram set as a memory game





October 17th, 2019

Ms. Tausif  
Address City,  
State Zip Code

Dear Ms. Tausif,

I'm delighted to invite you to the grand re-opening ceremony of Fort and Shalimar Gardens' cultural center on October 26<sup>th</sup>.

This exclusive invitation is for Members-only. Fort and Shalimar Gardens' cultural center has had the great privilege of working with MGSA Design to kickstart an exciting re-brand. On October 26<sup>th</sup>, we will unveil the results of this year-long collaboration. We invite you to celebrate with us by becoming a Member today and attend this exclusive Members-Only Event, which will provide insider access to the cultural center before it opens to the public, a cash bar, and special entertainment. Bring your best moves and dance the night away with live music and DJ sets by Natasha Diggs, DJ Spinna, and DJ Dorrian Missick!

As a Member, you'll also enjoy a discounted ticket (or tickets, depending on your Membership level) for special admission to Fort and Shalimar Gardens and exclusive access all-year-round. Join now to save with introductory discounts on our most popular Membership levels and receive a special thank you gift. Your Membership year promises perks like unlimited free admission to all ticketed exhibitions, exclusive Members-only hours, and more.

I look forward to welcoming you as a Member at Fort and Shalimar Gardens on October 26. Thank you!

Warmly,

Tanzeela Rashid  
Director of Graphic Design  
Fort and Shalimar Gardens

SHALIMAR CHOWK, G. T. ROAD, LAHORE, PAKISTAN, 54000

SADAF TAUSIF  
Director of Communications  
Fort and Shalimar Gardens at Lahore

Shalimar Chowk, G. T.  
Road, Shalimar Town, Lahore,  
Pakistan, 54000

T: +39 0413 6482918  
E: Jd576@fasg.org  
www.FortandGardens.com



## YOU'RE INVITED!

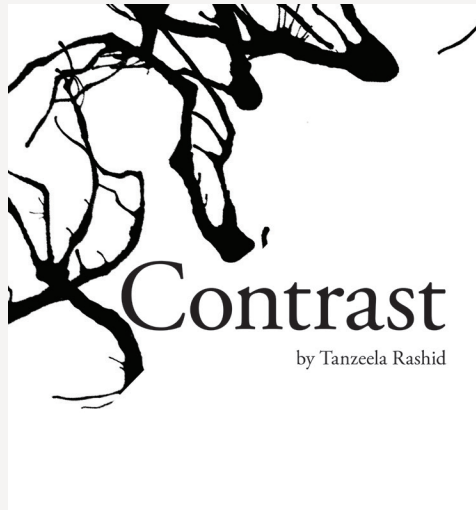
The trustees of the  
FORT AND SHALIMAR  
GARDENS AT LAHORE  
cordially invite you to  
our black tie winter gala on  
Saturday, February 10<sup>th</sup> 2020,  
Reception at 6:00pm  
Dinner at 7:00pm at  
Maison de l'UNESCO,  
7 Place de Fontenoy,  
Paris, France

Kindly reply by  
January 20, 2020 to  
galareply@unesco.org



FORT AND SHALIMAR GARDENS

Brand | Creating a brand identity for  
the Fort and Shalimar Gardens at Lahore.



CONTENTS

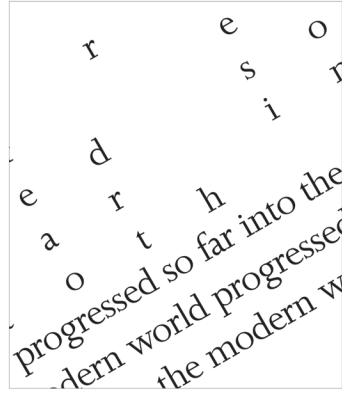
Type & Image Composition	4
Type & Image Composition	5
Contrast Composition-Posture	6
Contrast Composition-Shape & Size	7
Contrast Composition-Structure	8
Contrast Composition-Density	9
Contrast Composition-Weight	10
Contrast Composition-Size	11
Contrast Composition-Color	12



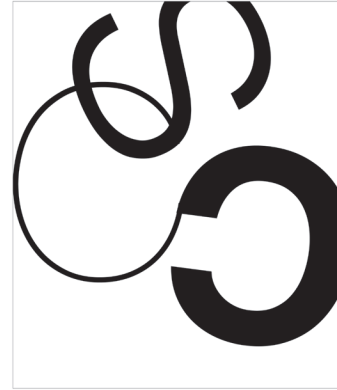
Contrast/Concord Booklet| A booklet full of typographic compositions showing different kinds of typographic contrasts.



8 Contrast Composition-Structure



9 Contrast Composition-Density



10 Contrast Composition-Weight



11 Contrast Composition-Size

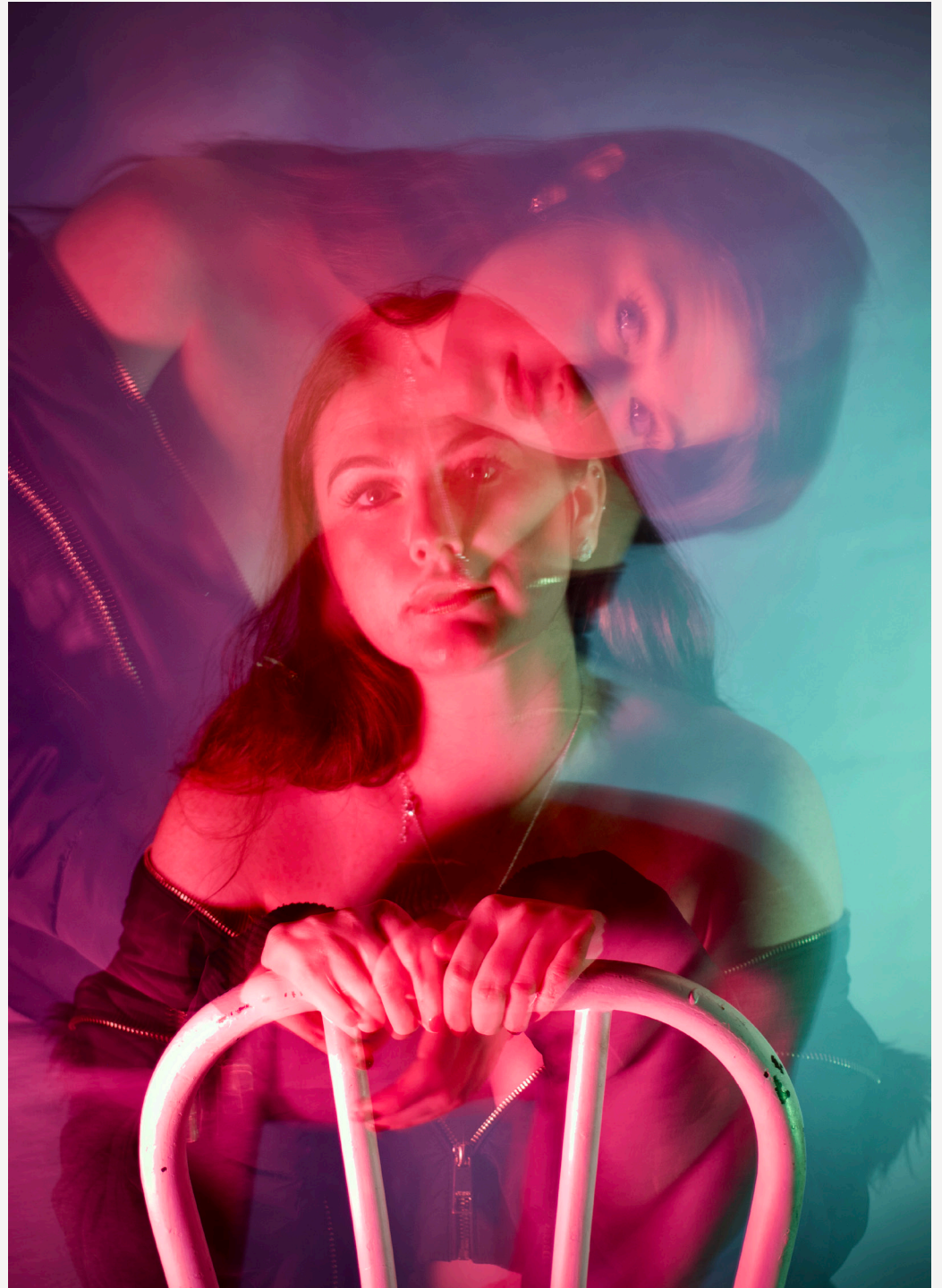


12 Contrast Composition-Color



Color Study | Photography project involving the interaction of colors.(1/2)

Color Study | Photography project  
involving the interaction of colors.(2/2)





My Space | Photographs taken of the space where I was quarantined for four months during the corona virus pandemic in 2020.  
(1/2)





My Space | Photographs taken of the space where I was quarantined for four months during the corona virus pandemic in 2020.  
(2/2)



Touch | Photographs taken to document the interactions between the people and animals at a local animal shelter.







My People | Photographs taken of people I spend most of my time with. (1/4)





My People | Photographs taken of people I spend most of my time with. (2/4)





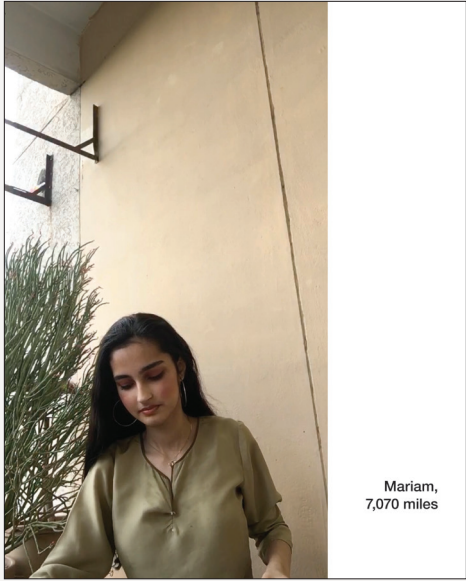
My People | Photographs taken of people I spend most of my time with. (4/4)

These were shot on film (Ilford HP5)



My People | Photographs taken of people I spend most of my time with. (4/4)





Mariam,  
7,070 miles



Amaal &  
Zainab,  
6,902 miles



Anam,  
196 miles



Stutee,  
14 miles



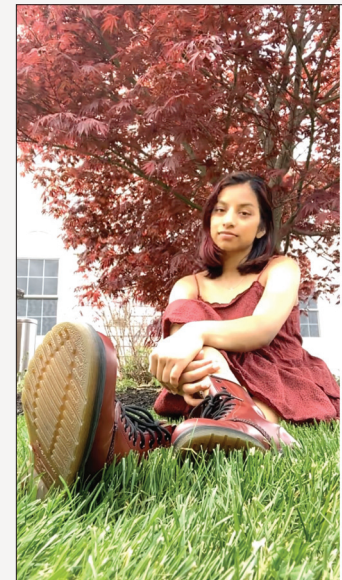
Mariam,  
7,070 miles



Amaal &  
Zainab,  
6,902 miles



Anam,  
196 miles



Stutee,  
14 miles

Connection | Series of photographs taken over Facetime during the 2020 corona-virus pandemic.